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ABSTRACT

Listed alphabetically, the terms in this glossary are those used by public relations practitioners. The glossary provides definitions for each of the terms and, in some cases, cross-references. (HOD)

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A GLOSSARY OF TERMS USED BY PR PRACTITIONERS

compilied by

Jim Weatherup

1985

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GLOSSARY OF TERMS USED BY PR PRACTITIONERS

A

AA RATING -- Average Audience Rating, the tune-in level of a program during the average of the program's duration; also, average minute rating.

ABC -- the Audit Bureau of Circulation, an organization sponsored by publishers, agencies, and advertisers charged with determining accurate circulation statements.

ABSTRACT -- a summary of the salient points of a document, to facilitate use of its information by management/researchers.

ACCEPTABILITY -- the extent to which something is believed worthwhile.

ACCEPTABLE RISK -- the potential loss that an organization is willing to accept in order to achieve its goals under a particular plan; a calculated risk.

ACCOUNT -- the client; the individual, group, or organization who hires the PR agent/agency.

ACCOUNT EXECUTIVE -- the agency PR practitioner who works with a client.

ACCOUNT SUPERVISOR -- an agency executive responsible for the work of several junior account executives; the boss.

ACCREDITATION -- granted by professional organizations on the basis of experience and testing; the Public Relations Society of America (PRSA) designation is Accredited in Public Relations (APR), the International Association of Business Communicators (IABC) designation is Accredited Business Communiczator (ABC).

ACROSS-THE-BOARD -- a program or commercial message scheduled at the same time on successive days of the week, or Strip, Monday-Friday or Monday-Sunday.

ACTUALITY -- a brief, on-the-spot report, live or on tape, inserted into a radio news show.

ADVANCE -- a news article about an event which appears prior to the event.

ADVANCE COPY -- a copy of a speech given to the media beforehand so that reporters have time to give it good coverage, or to ask appropriate questions during a follow-up session.

ADVANCE MAN -- the individual who makes sure that all the necessary details of a successful speech or program are accomplished.

ADVERTISEMENT -- a paid announcement, via any medium, made by an organization to inform its publics about something of interest or importance.

ADVERTISING -- a means of creating interest in, and promoting, its products for the purpose of making sales; a sub-area of PR.

ADVERTISING AGENCY -- an organization devoted to the development of advertisements; often a department/section of a PR firm.

ADVERTISING MANAGER -- the executive responsible for an organization's advertising program.

ADVOCACY ADVERTISING -- persuasive presentations which support positions or points of view about perceived social problems by means of paid ads.

AGATE -- a type size = 51/2 points, there are 14 agates to an inch; the agate line is the standard unit of measurement for advertisement space.

AGENCY -- an organization which performs PR services for others -- called CLIENTS or ACCOUNTS, usually for pay.

AGENDA-SETTING -- refers to the idea that media story choices determine what the public thinks about.

AIR BRUSH -- an art process using compressed air as a vehicle for carrying colors; used for retouching photos and for making illustrations.

ALIGNMENT -- the arrangement of elements on a page so that they are not crooked; arranging them so they appeal to the eye.

ALPHANUMERIC -- data composed of numbers and letters.

AM -- Amplitude Modulation, a method of RADIO BROADCASTING.

AM -- morning newspaper.

AMBASSADORIAL RELATIONS -- in international politics, the efforts of leading diplomatic representatives of a country to create goodwill for their country.

ANALOG -- something that is an approximate representation of something else; a clock with hands is an analog device.

ANALOG COMMUNICATIONS -- a system of telecommunications which transmits data by means of electrical impulses.

ANGLE -- the aspect, or slant, of a story which is used to create reader interest and attention.

ANIMATION -- a film-making technique for making cartoon characters seem to have some degree of life.

ANNUAL REPORT -- a company's report of its finances, its achievements for the previous year, and its goals for the next year. Required of all companies which issue stock for public sale.

ANTIQUE-FINISH PAPER -- a paper stock with a soft, fluffy surface used primarily for printed matter; good for wood cuts and line drawings.

ARB-ARBITRON -- a national firm which does radio and TV audience research.

AREA PROBABILITY SAMPLE -- an accurate mathematically based method for selecting a sample of people to be surveyed.

ART -- illustrations used in printed material.

ASCAP -- American Society of Composers, Authors, and Publishers; an organization which protects its members from copywrite infringement.

ASCENDER -- the part of a lower-case letter that rises above the body of the letter (as with b,d,f, and h).

ASSIGNMENT -- instructions given to a reporter about a news event to be covered; the news event itself.

ASSOCIATION -- an organization of people who share common interests, purposes, or problems, often connected with their jobs/professions.

ATTITUDE -- a personality response about a person, place, or thing based on the holder's knowledge, opinions, and beliefs regarding the topic.

ATTRIBUTION -- naming the source of an item of information or quotation.

AUDIENCE -- a group of people which is the target of PR messages; a PUBLIC.

AUDIENCE FLOW -- the gains or losses in audience share during a program, or from program to program; a reflection of a program's appeal.

AUDIO -- the sound element of message, usually refers to RADIO or TV.

AUDIO-VISUAL -- a mechanical form of assistance in communicating with an audience, usually such things as sound-slides, slidetapes, videotapes, films, etc.; usually involving a screen.

AUTHOR'S ALTERATIONS -- changes made in subject matter by an author after the type has been set and submitted in proofs.

B

BACKGROUND -- information which helps orient a newswriter; may not appear in the finished article.

BACKGROUNDER -- a document prepared to provide the facts and the significance underlying a subject, particularly its significance to the public.

BACK-TO-BACK -- a program or commercial immediately following or preceding another.

BACK UP -- when one side of a sheet has been printed and the other side is being printed, it is said to be backed up.

BALLOON -- a device commonly used in cartoons to connect the dialogue with the speaker within the cartoon frame.

BANK -- a table in the composing room used holding the galleys.

BANNER HEAD -- headlines set in large type, usually extending across the top of the front page of a newspaper.

BASIC FACT FILE -- information about a topic gathered for media usage by an organization.

BEARERS -- extra metal on an engraving or metal strips placed around type forms for strength and protection during electrotyping.

BEAT -- a reporter's assignment(s); an exclusive story or "scoop."

BEEFCAKE -- photograph of a scantily clad young man used as a publicity device, especially in material aimed at a female audience.

BEHAVIOR MODIFICATION -- changing the way people think and act.

BEHAVIOR PATTERN -- a recurring response/reaction to a given set of stimuli.

BENCHMARK STUDY -- measurement of audience attitudes before and after a PR campaign.

BEN DAY -- a process which allows photo-engravers to produce a variety of shadings in line plates inexpensively; named after its originator.

BILLBORAD -- usually, ten-seconds at the top or bottom of a show given to buyers of two or more commercial minutes during the show

BILL STUFFER -- information or sales material placed in the envelope containing a customer's bill.

BIO -- slangy abbreviation for the word biography; a detailed biography prepared by the PR practitioner for a client.

BLEED -- when printed matter is trimmed so that illustrations run right off the page; add 1/8 inch to all bleed sides of an illustrations to assure a proper bleed.

BLOCK PROGRAMMING -- scheduling programs of similar appeal back-to-back.

BLOW-UP -- an enlarged photograph or other visual item.

BLURB -- a non-news release usually intended for promotional purposes; usually deals with generalities rather than specifics.

BMI -- Broadcast Music, Inc. The music licensing organization which protects the performing rights of its members.

BODY TYPE -- type used for the text of a publication.

BOLDFACE TYPE -- a blacker, heavier type than its regular counterpart in any given type face.

BOND PAPER -- paper used mainly for business stationery.

BONUS SPOT -- a free spot given to a buyer for buying other spots.

BOOKER -- PR practitioner who places clients on talk shows and in high visibilty spots at other events.

BOOKLET -- a multipage publication usually held together with staples.

BOOMERANG EFFECT -- when a target public responds to a campaign in a manner that is opposite the way anticipated by the planners.

BOTTOM LINE -- the line of a financial statement which shows the net profit or loss; an overworked phrase referring to the end result of an action.

BOX -- a newspaper item enclosed within printed borders.

BRAINSTORMING -- a method used by groups to generate ideas; usually used in problem-solving, but sometimes useful for planning.

BRIEFING BOOK -- a compilation of material used as a study guide by an executive who is going to be interviewed during any type of public forum.

BROADCAST -- refers to a RADIO or TELEVISION transmission.

BROADSIDE -- a single-sheet publication, printed only on one side for easy reading; usually aims for immediate action.

BROCHURE -- a small, multipanel publication; usually folded.

Best Time Available(BTA) -- announcements scheduled in a station's available time; also ROS, run of schedule.

BUILD-UP -- the preliminary activities in a PR promotional campaign.

BULK MAIL -- presorted mail, usually third class mail.

BULLDOG EDITION -- an AM paper's early edition, often printed the previous evening for a late-night or commuter readership.

BULLETIN BOARDS -- a type of internal PR channel, with a high potential for effectiveness.

BURKE TEST -- a method used to test market a commercial for recallability.

BUSINESS PUBLICATIONS -- publications aimed at business, financial, and special interest publics.

BY-LINE -- the name of a reporter who writes a story, usually at the head of the article; reporters live for these.

C

CABLE TV -- television transmission over a pair of wires rather than through the atmosphere.

CALL LETTERS -- a station's identification, e.g.; WABC-TV.

CAMPAIGN -- the systematic organization of activities designed to persuade and influence specific PUBLICS in order to achieve specific goals or set of goals.

CAPS -- capital letters.

CAPTION -- the words used to identify a photograph; a CUTLINE.

CARD RATE -- the cost of radio or TV advertising time, published in rate-card form by the station or network.

CARD STACKING -- the deliberate and selective omission of facts/data so that a presentation is viewed in the best possible light.

CASTING OFF (SCALING) -- estimating the space that copy set in a given type size will occupy.

CATHODE RAY TUBE (CRT) -- the video display unit of a computer; see VDT.

CATV -- Community Antenna TeleVision; see CABLE TV.

CENTER SPREAD -- the two center pages of a publication which face each other; Playboy Magazine made this word famous.

CEO -- refers to the chief executive officer of a corporation.

CHANNEL -- a frequency band-width; usually refers to communications from RADIO and TV stations.

CHANNELING -- the technique of tapping a group's attitudes with salient messages that propose a course of action.

CHARACTERISTIC -- an attribute or descriptive feature of someone or thing.

CHASE -- metal frame around a form.

CHEESECAKE -- photograph of a scantily clad, pretty, girl used as a publicity device; see BEEFCAKE.

CIRCULAR -- an inexpensive, one page publication.

CIRCULATION -- the number of subscribers claimed by a publication.

CIVIL LIBEL -- a written defamation which results in payment of money for the damages.

CLASSIFIED ADVERTISEMENTS -- small ads, sold by the inch; page for page, the most profitable form of ad sales for a publication.

CLASS PUBLICATIONS -- publications aimed at specific, well-defined groups who are interested in limited subjects; special interest groups.

CLIENT -- see ACCOUNT.

CLIENT COPY -- material written solely for the client, usually slanted to please the client.

CLIPPINGS (CLIPS) -- stories, pictures, or features which mention a client, cut out of various publications.

CLIPPING SERVICE -- a company which finds and clips published articles about organizations or topics for their clients.

CLIP SHEET -- multiple news releases printed on a large sheet; provides editors with quick means of judging story-value and length.

CLOSED CIRCUIT -- live action, videotape, or film material transmitted by cable for private viewing on a TV monitor.

CLOSE-UP -- a photo or TV shot of a person or scene from close range.

CLUSTER -- grouping several commercials together during a break, usually more than four.

COATED PAPER -- photographic paper which has an smooth, hard, enamel finish which is ideal for good photo reproduction.

COLD TYPE -- computer or photo type-setting.

COLLATERALS -- extra things produced for a client beyond the standard fee.

COMBINATION PUBLICATION -- a publication distributed by an organization to both internal and external publics.

COMMERCIAL -- a TV, radio, or film advertisement slotted into programming and paid for by the advertiser.

COMMON CARRIER -- an organization which provides communication services to the general public and which is regulated by some governmental agency.

COMMUNICATION -- the transfer of thoughts/ideas/information from one mind to another.

COMMUNICATION AUDIT -- a review to determine what PR material a target public is receiving and what that public wants to receive.

COMMUNICATIONS -- the art of communicating; how to accomplish the information transfers.

COMMUNITY -- the adjacent geographical area to an organization which is influenced by its policies and actions.

COMMUNITY RELATIONS -- PR which enlists the cooperation and support of civic leaders and authorities in the area where the organization is located.

COMPOSITION -- setting written material into type.

COMPOSITION -- refers to posing/framing the subject of a photograph.

CONDENSED -- type that is narrower than standard width.

CONGRUITY THEORY -- the theory that, in any argument or debate, people will always support themes which reflect their own beliefs or interests.

CONSULTANT -- a professional advisor.

CONSUMER -- a retail user of goods and services.

CONSUMER AFFAIRS -- activities which involve maintaining good relations between an organization and its consumer publics.

CONSUMER PROFILE -- details about the consumers of a given product - age, sex, geographic location, income, buying habits, etc.

CONTACT -- a personal acquaintance connected with the organization that one wants to deal with.

CONTINGENCY PLAN -- a predetermined plan of action designed to handle emergency PR situations.

CONTINUITY STRIP -- a form of advertisement that simulates a newspaper comic strip and tells a complete story in plot sequence.

CONTROL GROUP --a group whose members are chosen for their opinions or characteristics, usually used for comparison with a test group.

CONVERSION -- to sway public opinion from one side of an issue to the other side.

COO -- Chief Operating Officer.

COOPERATIVE ADVERTISING -- any form of advertising in which two or more organization's combine their resources or efforts.

COPY -- the body text of a story or ad.

COPY BLOCK -- the body or main part of a written article.

COPY CLEARANCE -- pre-publication approval of written PR material by the client, the account supervisor, or other appropriate executive.

COPY DESK -- the place where all written materials are reviewed and edited prior to publication, whether in a newsroom or PR agency.

COPY EDITOR -- one who edits reporters' stories and writes the headlines.

COPY PLATFORM -- statement of the basic ideas for a campaign; the themes to be projected.

COPYRIGHT -- the exclusive right of ownership, given by law, to one's own creative works -- literary, musical, or artistic.

COPY TESTING -- trying out material on a small group before distributing it to an entire audience.

COPYWRITER -- a person who writes the words -- or copy -- for advertisements of various types, including news releases.

CORPORATE ADVERTISING -- advertising aimed at developing good will; see INSTITUTIONAL ADVERTISING.

CORPORATE COMMUNICATIONS -- all types of communications by a corporation to all of its publics.

CORPORATE CONTRIBUTIONS -- financial support given by organizations to causes that they deem worthwhile; philanthropy.

CORPORATE PR -- PR for the organization as a whole rather than an individual department or sub-group.

CORPORATION -- an organization granted a charter, by some level of government, which recognizes it as separate entity with rights, liabilities, and privileges separate from its members; usually publicly owned.

CORRESPONDENT -- a reporter from outside the main service area, usually on a part-time basis.

COST-PER-INQUIRY -- a computed figure representing the advertising cost involved in generating one inquiry in response to a radio/TV ad.

COUNSELOR -- a person who gives advice on a continuing basis, usually on a long-term retainer.

COURTESY BIAS -- the tendancy of some survey respondents to give the "socially correct" answer rather than their true opinion.

COVER -- the front or back page of a publication; inside and outside.

COVER -- to gather facts and material for an article.

COVERAGE -- the extent to which the media carry information about a given event or activity.

COVER STOCK -- paper designed for covering publications; usually very durable, very eye-catching, or both.

CREATED EVENT -- a PR device designed to gain media attention.

CREDIT LINE -- a line of copy acknowledging the source of the material being used, whether written, photographic, or artwork.

CRIMINAL LIBEL -- defamation that results in a breach of peace; the penalty is often a jail term.

CRISIS COMMUNICATION -- methods and policies used by an organization when it is faced with an emergency situation which affects its publics.

CRITICAL ISSUE -- an important emerging trend or problem which seems likely to affect the organization, usually adversely.

CROPPING -- improving a photo by eliminating detracting/confusing elements.

CROWD -- a group of people who think and act together without apparent direction or leadership.

CRYSTALLIZATION -- the act of changing subconscious opinions into conscious opinions; usually refers to public opinions.

CUSTOMER RELATIONS -- relations between an organization and its customers; see CONSUMER RELATIONS.

CUT -- a term used for an engraving of an illustration to be used in letterpress printing.

CUTLINE -- the words underneath a picture which identify and explain it; see CAPTION.

D

DATA BASE -- indexed information in computer storage which is available for client/subscriber use, usually for a fee.

DEADLINE -- the day and hour at which material must be in the hands of an editor or program director for timely publication.

DEALER IMPRINT -- the name and address stamped or printed on company prepared literature, usually in a space provided for just that.

DECKLE EDGE -- the ragged edge of a sheet of paper.

DECODER -- in communication theory, the one who receives a message.

DEMOGRAPHICS -- the basic information for understanding AUDIENCES/PUBLICS; age, sex, education, income, etc.

DEMONSTRATION -- a coordinated public activity which might merit news coverage; sometimes spontaneous but often planned.

DESCENDER -- the part of a lower-case letter below the body (as j, p, y, g).

DEVELOPMENT -- a term meaning fund raising in non-profit and educational circles.

DIARY SURVEY -- a survey which asks respondents to keep records of their TV viewing.

DIARY PROMOTION -- any station activity, direct or indirect, relating to a YV survey while the survey is going on.

DIGITAL COMMUNICATIONS -- system of telecommunications which uses a pulse signal.

DIRECT MAIL -- promotions using the postal service to reach desired publics.

DISCLAIMER -- a statement used to qualify or repudiate advertising claims; the warning label on a pack of cigarettes, for instance.

DISPLAY FACE -- type or hand lettering larger than 14 points.

DISSONANCE THEORY -- the idea that inconsistencies between what we know and what we do can cause mental anxieties.

DOUBLE TRUCK -- two full-facing pages; not always a CENTER SPREAD.

DRAFT -- any working copy of written material.

DROP-IN ADS -- ad messages added to regular advertisements that are different in character; HITCH-HIKE ADS.

DUMMY -- the rough layout of a publication's arrangement or format.

DUOGRAPHS -- two halftone plates made from a one-color illustration; etched to produce a two-tone effect.

DUPLICATE AUDIENCE -- an audience common to two or more programs, usually presented either as a percentage or numerically.

E

EARLY FRINGE -- the time preceding Prime Time, usually 4:30-7:30 PM.

EARS (NEWSPAPER EARS) -- boxes or messages appearing in the upper corners of a newspaper's front page.

EARTH STATION -- a TV station designed capture signals from satellites, via dish antennae.

EDITOR -- the director of a news-gathering organization's news and editorial department; some organizations have several levels of editors.

EDITORIALIZING -- inserting opinion in a story presented as news.

ELECTRONIC MAIL -- textual messages transmitted from one computer to another, rather than by mail carrier or messenger.

ELEEMOSYNARY INSTITUTION -- an organization that is supported by charity.

ELEMENT -- any line in the face of a type.

EM -- a printer's measure, the square of the body of any given type; usually refers to the PICA EM, which is 12 points square.

EMBARGO -- statement of the day and hour set by the creator of a news release submitted for use by the news media.

EMBOSSING -- pressing paper between dies to achieve a raised surface.

EMPLOYEE RELATIONS -- activities aimed at maintaining employee goodwill by an organization.

EN -- half an EM.

ENAMELED STOCK -- see COATED PAPER.

ENCODER -- in communication theory, the one who sends a message.

ENGINEERING OF CONSENT -- a term coined by Edward L. Bernays meaning the efforts involved in influencing/persuading the public.

ENGLISH FINISH -- an unpolished paper, smoother than antique, much used for folders, booklets, etc.

ENGRAVING -- a zinc or copper plate that has been etched with acid to achieve a raised surface for printing purposes.

ETCHING PROOFS -- sharp, clean proofs from which zinc etchings can be made.

ETHICS -- accepted standards of behavior.

EXCLUSIVE -- a story offered to only one journalist.

EXPENSE ACCOUNT -- funds provided to support the PR practitioner while working on behalf of a client; usually not non-job related expenditures.

EXPOSURE -- the extent to which a public becomes aware of the topic of a PR campaign.

EXTERNAL PUBLICATION -- an organizational publication that reaches an audience outside the organization.

F

FACE -- the printing surface of a piece of type.

FACSIMILE -- a method for instantaneous transmission of printed materials and photographs via electronics.

FACT SHEET -- an advisory information sheet about a forthcoming event.

FAMILY -- all the series of one type face in all its variations.

FEDERAL TRADE COMMISSION (FTC) -- the federal agency empowered to prevent misleading, deceptive, or fraudulent advertising in interstate commerce.

FEE -- the amount a client is charged; very important to the PR practitioner.

FEEDBACK -- reaction from those affected by an activity or PR material about the activity/event/situation.

FIBER OPTICS -- transmission of light signals through highly transparent strands of glass rather than through strands of wire.

FILLERS -- short pieces used by newspapers to fill page space between major items or stories.

FILMS -- motion pictures.

FILMED RELEASES -- filmed stories about a client that are sent to TV stations in the hope that they will shown.

FILMSTRIP -- a sequence of film frames, similar to slides, used in a special projector to present a topic on a screen; often used as a training tool.

FINANCIAL PUBLIC RELATIONS -- PR that deals with the financial affairs of a client; not fund raising.

FIRST AMENDMENT -- the amendment to the U.S. constitution which guarantees freedom of the press, more or less.

FLACK -- derogatory term applied to PR practitioners, especially those who do publicity and press agentry for individuals.

FLIGHT -- the length of time that an advertising campaign runs, i.e.; 3 weeks, 8 weeks, etc

FLONG -- see MAT.

FLYER -- a one-page direct mail or handout announcement.

FOCUS GROUP -- a panel of people, representative of a public that a practitioner wants to reach, who are asked to give their opinions about proposed programs.

FOLDER -- a small printed piece, usually four pages folded booklet style.

FOLLOW-UP -- a story appearing after a news event, and which provides more, or new, information about the event.

FONT -- the full range of a type of one size and style.

FORM -- pages of type and illustrations locked in a rectangular iron frame called a chase.

FORMAT -- the size, makeup, and appearance of a publication.

FOUNDRY PROOFS -- characterized by heavy borders of black foundry rules; see ETCHING PROOFS.

FOUR-COLOR PROCESS -- a method for reproducing full-colored illustrations by combining plates of the illustrations which are separated into the four primary colors, yellow, blue, red, and black.

FRANCHISE-BUILDING -- activities aimed at establishing an instant reputation for an organization in the minds of various publics.

FREEBIES -- gifts given in order to gain good-will, especially those given to media people.

FREE LANCE -- a writer, photographer, or other creative person who works on an ad-hoc basis rather than as a regular employee.

FREE-LOADING -- the practice of some members of the media to accept gifts, entertainment, and other freebies from organizations seeking to influence them.

FRONT -- an organization established to appear as an unbiased third party which supports the aims/goals/position of one side in a controversy.

FUND RAISERS -- specialists in raising money, usually for non-profit organizations.

G

GAG -- a created event, sometimes fictitious, developed to attract media attention.

GALLEY PROOF -- the first printing of a column, to be read for errors.

GATEKEEPER -- anyone in a position to decide what material is printed or broadcast; anyone in a position to block or facilitate an organization's communications.

GHOSTED VIEW -- an X-ray view of the subject of an illustration.

GHOST WRITER -- a skilled writer who prepares documents or speeches which are attributed to another person.

GLOSSY PRINT -- a photograph with a smooth, shiny surface.

GOAL -- a desired result of an action.

GOBBLEDYGOOK -- long, involved sentences which tend to confuse the audience; circumlocution.

GOODWILL -- favorable feelings, attitudes, or opinions about an individual or organization; the underlying goal of most PR activities.

GRAIN -- the direction in which the fibers of paper lie.

GRAPHICS -- lettering, artwork, and photographic design of printed or visually oriented material.

GRASS ROOTS -- anonymous, scattered opinion holders in a geographical area.

GRAVURE -- a form of INTAGLIO printing.

GROSS IMPRESSIONS -- total circulation and listening audience of the print and broadcast media which use a news release.

GROSS RATING POINTS(GRP) -- the sum of individual telecast ratings on a total audience basis, without regard for duplication.

GROUND RULES -- previously agreed upon conditions which control working interactions between an organization and the media; a method for facilitating cooperation between two or more individuals or groups.

GUTTER -- the white space separating pages or columns of printed material.

H

HACK -- a semi-skilled writer who does routine work; banal/trite writing.

HALFTONE -- a screened reproduction of a photograph, painting, or drawing for printing purposes.

HANDBILL -- a small printed piece usually delivered by hand to passersby.

HAND COMPOSITION -- set by hand.

HAND LETTERING -- letters drawn by hand.

HAND OUT -- usually, a news release; other printed ads or information.

HARD NEWS -- news that is happening today; current news.

HARD SELL -- overt, forceful effort to influence a public.

HEADLINE -- a title - in large, bold print - appearing over a story.

HERD INSTINCT -- the tendency of people to do what "everyone else" does.

HIERARCHY OF NEEDS -- Abraham Maslow's definition of a person's five levels of needs; a basis for planning appeals to self-interest.

HOLD FOR RELEASE -- a date, printed at the top of a news release, giving the earliest date that the PR practitioner wants the material published.

HOLDOVER AUDIENCE -- the audience inherited from a previsous TV or radio program on the same station or network.

HOMES USING TELEVISION(HUT) -- the percent of television homes watching TV during a given time period.

HOME TOWNER -- a news release about a person, prepared for - and usually only of interest to - the subject's home town newspaper.

HOT LINE -- a toll-free telephone number set up by an organization to provide quick answers about its goals/problems, especially for use by the media.

HOT TYPE -- type set by a LINOTYPE machine, using cast molten metal.

HOUSE ORGAN -- any publication used by an organization to reach its internal publics.

HYPE -- promotion of people, movies, books, and events through shrewd use of the media; used as a noun or as a verb.

HYPODERMIC NEEDLE THEORY -- in communication theory, the idea that people receive information directly, without any outside influences.

I

ID-IDENTIFICATION -- a ten-second commercial announcement; a "10."

IDENTIFICATION -- a psychological process which leads the receiver of a message to try to emulate the sender, to seem to be like the sender.

IMAGE -- the commonly held opinion about an individual or organization, particularly the client; reputation.

IMAGE-BUILDING -- the process of enhancing/protecting a client's reputation.

IMPOSITION -- preparing a form for printing so that all parts will be in correct position when it is printed.

INDUSTRIAL RELATIONS -- corporate dealings with personnel in areas like working conditions, pay, benefits, etc.; see EMPLOYEE RELATIONS.

INFOMERCIAL -- weaving a promotion of a firm, product, or idea into a documentary type presentation.

IN-HOUSE PROCESSING -- data is processed as it occurs, by means of a computer which is located on-site.

INITIAL LETTER -- a design technique which uses a large letter at the beginning of paragraphs on a page in order to break up the monotony.

INSERT -- a piece or item which accompanies mailings; a stuffer.

INSTITUTIONAL ADS -- advertisements that aim to create good-will and build an image rather than sell a product.

IN-TAB SAMPLE SIZE -- the number of households supplying usable viewing records (Diaries) for a report.

INTAGLIO PRINTING -- a process in which the design is etched down into the plate, below the general level of the metal; rotogravure, engraving.

INTERACTIVE TELEVISION -- local two-way communications via television which allows viewers to respond to programming, usually in the form of a simple yes or no vote.

INTERNAL PUBLICATION -- an organizational publication that goes only to its members.

INTERVIEWER -- the one who actually gathers the survey information.

INVASION OF PRIVACY -- violating a person's privacy by publishing articles or photographs about him without getting his permission, in writing.

INVENTORY -- commercial spots available on a station; inventory is "tight" when most of the commercial spots have been sold.

INVESTOR RELATIONS -- another term for financial PR.

ISLAND POSITION -- a commercial announcement away from any other commercials.

ISSUES ANALYSIS -- the process of studying issues and predicting their long-range effects on the organization.

ISSUES MANAGEMENT -- identifying potential issues which might have an impact on the organization, prioritizing them and developing plans to cope with them when and if they actually arise.

ITALIC -- type with letters that slant forward, used for variety/emphasis.

J

JOINT STATEMENT -- a situation in which two or more organizations simultaneously issue the identical/similar statements about a matter of common concern or interest to them.

JUNKETS -- free trips given to media people in order to influence coverage.

JUSTIFICATION -- making lines of type run from margin to margin, with no ragged ends.

K

KILL -- to stop the publication of a news story; to stop working on a story.

KINESCOPE -- a film recording of a live or a videotaped TV presentation.

L

LAID PAPER -- paper with a watermarking having the appearance of slight parallel vertical or horizontal ridges.

LATE FRINGE -- the time period following Prime Time, usually after 11:00 PM.

LAYOUT -- the plan of a page of a publication.

L.C. -- lower-case letters; the small letters of the alphabet.

LEAD -- (LEED) the first sentence/paragraph of a story or news release.

LEAD -- (LED) the space between lines to make reading easier; 1 point is usual, sometimes 2 points is used ("SET SOLID" means no leading is used).

LEADERS -- dots used to direct the eye from one part of the copy to another.

LEAFLET -- an inexpensive piece of printed material, usually of pages.

LEAK -- to slip information to the media in an attempt to see how the public reacts; similar to the TRIAL BALLOON.

LEG MAN -- the on-the-spot reporter who telephones a news story to the newsroom where it is rewritten for publication.

LETTERPRESS -- a printing method in which the raised surface image goes directly onto the paper.

LETTERSPACING -- placing thin lines between letters.

LIBEL -- a printed defamatory statement; can be either civil or criminal.

LINOTYPE -- a machine that casts lines of type from hot lead; used in letterpress printing.

LITHOGRAPHIC PRINTING -- transferring an inked image from a smooth surface to paper by a chemical process.

LOBBYING -- the art of making friends with and influencing people in government, whether elected or appointed.

LOGO -- short for LOGOTYPE, a symbol used by an organization to identify itself, its products, and its property; two or more letters on the same body (ff, fi, fl).

LOW PROFILE -- refers to public visibility, especially in the media.

M

MACHINE FINISH -- the cheapest paper that will take halftones well, has a dull finish.

MADE NEWS -- an event especially created to generate news coverage; see CREATED EVENT.

MAILING LIST -- a list of names used to target specific mailings.

MAKE-GOOD(MG) -- time offered to an advertiser to take the place of a regularly scheduled commercial which did not run, or was improperly run.

MAKE-READY -- preparing forms on press for printing.

MAKE-UP -- the arrangements of all elements of a page of printed material.

MANAGED NEWS -- a technique used by government agencies involving the release of news for its own benefit rather than the benefit of the public.

MANUAL -- a compilation of instructions, directions, or policy statements; usually in the form of a booklet.

MARKET -- where a product, idea, or service is to be offered for sale.

MARKETING -- a subsection of PR which organizes and directs business activities involved in researching customer buying power and converting the knowledge learned into sales.

MARKET RESEARCH -- gathering the data needed to make marketing decisions.

MARKET SEGMENTATION -- dividing a market into sections defined by demographic or psychographic characteristics.

MARKET SHARE -- the percentage of selling opportunities achieved by a company in a given market area.

MASS BEHAVIOR -- the response of crowds, mobs, or groups, usually unstructured, irrational, and unpredictable; see HERD INSTINCT.

MASS COMMUNICATIONS -- delivery of information, ideas, attitudes, etc. to large, diversified, mass audiences via the MASS MEDIA - newspapers, radio, television, films, etc.

MASS MEDIUM -- any medium directed at, and reaching, a large, diversified audience or public, often one that is specifically designated.

MAST HEAD -- a place where a publication lists its name and the names of its editorial staff, usually boxed.

MATRIX -- a paper mache impression of a printing plate, inexpensive and suitable for sending to distant newspapers; an advertising mat.

MEDIA -- the communication outlets available for delivery of a message; usually used in connection with the MASS MEDIA.

MEDIA RELATIONS -- the relationships between an organization and all the various communication media.

MERCHANDIZING -- a combining of methods in order to make sales.

MESSAGE ENTROPY -- the tendency of a message to dissipate, or lose information, as it is disseminated.

MILEAGE -- refers to the number of column inches obtained on a given subject being publicized.

MISSION -- an organization's strategic long-term goal or goals; the basis for all PR and management decisions.

MOBILE EXHIBIT -- a portable exhibition for use at trade shows, conventions, fairs, and such other events.

MODEL -- a person employed to pose in photographs, style shows, or other activities.

MODEL RELEASE -- a document signed by the subject of a photograph which gives the photographer permission to use the picture for public display.

MORGUE -- journalistic slang term for a newspaper's library of clips and reference materials.

MUCKRAKERS -- writers who seek to expose corrupt/immoral conduct by means of sensational journalism; a group of early 1900s writers for whom the term was coined.

MUG SHOT -- a photograph of a person's head and shoulders.

MULTIMEDIA PRESENTATION -- a presentation which uses two or more media at the same time, for maximum impact.

MULTIPLE CHANNELS APPROACH -- using several types of media and communication methods to reach a target public with information about a given topic.

MULTIPLIER EFFECT -- using a communications device that stimulates others to disseminate the same information.

MULTI-SET HOUSEHOLD -- a household with two or more television sets.

N

NAB -- National Association of Broadcasters.

NARROWCASTING -- telecasting to specially segmented audiences.

NETWORK -- a broadcast link of more than two stations.

NETWORK ADVERTISING -- advertising on the network feed which local stations must carry in order to remain a network affiliate.

NETWORK FEED -- programming sent by a network to its affiliates for their use.

NEWS -- information or details about recent events of interest to the audience.

NEWS AGENCY -- an organization which gathers news for dissemination to the media, usually by teletype.

NEWS CONFERENCE -- an invited gathering of members of the media to cover an announcement deemed important by the sponsoring organization.

NEWSLETTER -- a small-sized, regularly issued publication about a particular subject or topic; often commercial.

NEWS PEG -- the reason to publish a story or news release, the thing that makes it newsworthy.

NEWSPRINT -- the rough-finish paper usually used for printing newspapers.

NEWS RELEASE -- PRESS RELEASE; a story written for an organization to give its point of view on a topic, with the hope that it will get printed.

NEWS SOURCE -- the people who give reporters information and story ideas.

NIELSEN -- the A. C. Nielsen Company, another national firm specializing in audience research.

NO COMMENT -- refusing to respond to questions; stonewalling.

NONACTIVE PR -- doing or saying nothing since doing so might create a negative reaction; keeping a LOW PROFILE.

NOT FOR ATTRIBUTION -- information which can be used but only without identifying the news source; not the same as OFF THE RECORD.

NOT-FOR-PROFIT -- non-taxpaying status granted by the Internal Revenue Service to organizations which are basically ELEEMOSYNARY INSTITUTIONS, without religious affiliations.

O

O & O -- a TV station owned and operated by a network.

OBJECTIVES -- specific aims or goals.

OFFSET LITHOGRAPHY -- an indirect printing method based on the principle that grease and water do not mix; the image goes from a plate, to a rubber blanket, to the paper.

OFF THE RECORD -- material from interviews which cannot be used in print; can be used to develop background information.

ONE-HUNDRED SHOWING (100-SHOWING) -- the number of billboards needed to expose a message to approximately 100% of the population of a designated area within 30 days.

ON THE RECORD -- a statement deliberately made for attribution.

OPEN HOUSE -- an occasion when an organization invites all of its publics to visit its physical facilities.

OPINION LEADER -- an articulate person, knowledgeable about specific issues whose opinions influence other members of his community.

OPINION POLLS -- polls aimed at discovering the attitudes and opinions of a particular community or public.

OPTICAL CENTER -- a point equidistant from the left and right edges of a sheet of paper, and five-eights (5/8) of the distance from the bottom.

OPTIMUM -- the most desirable result obtainable under a set of conditions; not the "most" or "best" result, but the best result under the circumstances.

ORBIT -- a plan which guarantees the buyer that an advertisement will run in every program which is included in the package.

OTO -- One Time Only.

OVER THE TRANSOM -- refers to unsolicited offerings to a medium.

P

PAC -- see POLITICAL ACTION COMMITTEE.

PACKAGE -- a schedule of availabilities set up to meet the specific needs of an advertiser, designed to be more efficient than general availables.

PAD -- additional material to make a program longer.

PAGE PROOF -- a proof of the type and engraved matter as it will appear in final form.

PAMPHLET -- a small brochure.

PANEL -- an area of type different from that of the text, and usually surrounded, partially or completely, by text.

PANEL -- a small group of people sharing a task; see PANEL INTERVIEW.

PANEL INTERVIEW -- one person is interviewed by a selected group, usually journalists, and usually on the air.

PASTE-UP -- the process of preparing a page for the printer, using hot wax or rubber cement.

PATTERN SPEECH -- a basic speech written so that several speakers can deliver it to different audiences with only slight variations.

PAYOLA -- refers to bribes, of any kind.

PUBLIC SERVICE BROADCASTING (PBS) --the national network for public broadcasting (non-commercial, educational) TV stations.

PER INQUIRY ADVERTISING (PI) -- advertising for which the advertiser is not billed at the card rate, but is charged a percentage of the money received from mail order sales of the product advertised; PI Advertising.

PERSONALIZATION -- identifying an individual with an organization so strongly that the public begins to think that the organization is the human.

PHOTOJOURNALISM -- using photographs to tell a story

PHOTO-MONTAGE -- a layout of photographs in which the pictures blend into each other.

PHOTO-OFFSET -- a printing process in which the image is first transferred to a rubber blanket, and then from the blanket to the paper; see OFFSET.

PICA -- a printer's measure; 12 points = approximately one-sixth of an inch.

PICTUREPHONE -- see VIDEOPHONE.

PIED TYPE -- type that is all mixed up.

PITCH -- a presentation, usually a sales presentation of some kind; presenting your argument.

PIZZAZ -- excitement, liveliness, glamour; something used to increasing the impact of a presentation or campaign.

PLACEMENT -- presenting, or placing, a news release, usually through a personal contact.

PLANOGRAPH -- an inexpensive offset printing process.

PLANT -- a stage-managed question designed to bring out the "right" answers during a news conference or panel discussion.

PLATE -- any engraving or electrotype used to reproduce art in printing; also the printing surfaces in gravure and offset.

PLUGGER -- someone who works to get free mentions (PLUGS) about his client in the mass media; also called a PLANTER.

PM -- an afternoon daily newspaper.

POINT -- a unit of type measurement; 72 points = approximately one inch.

POLITICAL ACTION COMMITTEE -- a group of people by a special interest group to raise voluntary political contributions for favored political candidates and parties.

POLITICAL RELATIONS -- the relationships between an organization and professional politicians and governmental employees.

POLL -- a survey of opinions, beliefs, and attitudes among a selected sample of a population; also, a survey.

POSITIONING -- the process of creating a place in the market for an organization and its products; the effort to get ahead by doing something first

POSITION PAPER -- see white paper.

POSTURE -- the attitude taken relative to a given controversy or issue.

POSTURE OF RECEPTIVITY -- readiness of a person to receive and respond to communications from a given source.

PR ADS -- factually based ads designed to create or enhance an image.

PRECINCT PRINCIPLE -- organization of a campaign through delegation of local duties to chosen leaders in each community.

PRESS AGENTRY -- a term applied to practitioners who are primarily in the business of publicizing entertainers and shows; often derogatory.

PRESS BOOK -- an expanded and enlarged clipping sheet; a scrap book.

PRESS CONFERENCE -- a media event sponsored by an organization in order to present information about itself that it considers newsworthy.

PRESS KIT -- a collection of pertinent background information which is given to members of the media at a news conference, open house, or other event.

PRESS RELATIONS -- the two-way relationships between an organization and the various media.

PRESS RELEASE -- NEWS RELEASE; written "release" of information to the media.

PRESS ROOM -- a special room established at a convention, conference, or other event, which is set aside for the use of the press.

PRESS SHOWING -- an arranged press event used by an organization to introduce a new product line/service/merchandize prior to public promotion.

PRESS TABLE -- special table set aside for the media at a PR function, usually set up near the speaker/guest of honor table.

PRESTIGE ADVERTISING -- advertising that tends to build an image or reputation rather than sell a product; see PUBLIC RELATIONS.

PREVENTIVE PR -- efforts to maintain or enhance good will for a client through reinforcing messages.

PREVIEW -- presentation of a TV, film, or audio-visual show before it is released to the public.

PRIME TIME -- broadcast hours when the potential audience is largest, 8:00-11:00 PM. Monday-Saturday, 7:00-11:00 PM. Sunday.

PRINCIPLES OF DESIGN -- the esthetic elements of design; balance, proportion, sequence, unity, and contrast,

PRIVACY -- the right to be left alone; nowhere guaranteed by law.

PROACTIVE PR -- anticipating events and planning ahead; aggressive PR.

PROBABILITY SAMPLE -- a survey in which every member of the target public has a chance of being selected for questioning.

PROCESS PLATES -- sets of two, three, or four plates for printing in colors.

PROFILE -- a detailed demographic study of a specific public or audience.

PROGRAM -- the planned outline of campaign activities.

PROMO -- a spot announcement for a station, its programming, or one of its personalities.

PROMOTION -- special activities designed and intended to draw and stimulate interest in an individual, organization, or cause.

PROPAGANDA -- spreading an idea to make converts.

PROPOSAL -- a brief, written analysis of a client's PR needs.

PROPS -- properties; the background items used on photographic/movie sets.

PSYCHOGRAPHICS -- description of an audience in terms of attitudes, buying habits, interests, beliefs, life style, etc.

PVT -- Persons Viewing Television, the total number of people viewing all TV programming during a specific time period.

PUBLIC -- a specific group of people; a particular audience (employees, vendors, stockholders).

PUBLIC AFFAIRS -- PR work in the areas of government and community relations.

PUBLIC INFORMATION -- programs designed to tell publics about an organization, particularly a non-profit organization.

PUBLICITY -- information about an individual/organization disseminated through the media in order to gain attention and influence opinions.

PUBLIC RELATIONS -- the interface between an organization and its publics.

PUBLIC SERVICE ANNOUNCEMENT (PSA) -- spot ads created for a non-profit organization to promote itself and offered to radio and TV stations to be run for free as part of the station's community service obligation; there is no control over when it is aired.

PUBLISHER -- chief officer on a newspaper; one who makes public statements.

PUFF -- editorial content in the text of a news release designed to please a client; flattering mention of a client or product in the media.

PUFF-SHEET -- a publication that survives by consciously giving favorable mention to its advertisers and other sources of income.

PURPOSIVE SAMPLING -- selection of opinion leaders to be interviewed; used when population group approval is necessary for a successful campaign.

Q

QUADS -- blank pieces of metal used to fill out lines of type.

QUESTIONNAIRE -- the body of questions used in a survey.

QUINTILE -- one-fifth of a group; TV viewers are divided into five equal groups according to their viewing habits, from heaviest to lightest.

QUOINS -- (coins), metal wedges used in locking up forms for printing.

QUOTA SAMPLE -- selection of a group for polling which matches the characteristics of the population at large.

R

RADIO-TV REPORTS -- similar to clipping services, but monitoring only the broadcast media.

RATE CARD -- a printed price list of advertising rates, used by most print and electronic media.

RATE PROTECTION -- the length of time an advertiser is guaranteed a specific advertising rate.

REACH -- a figure describing the number of different homes or persons that are estimated to be in the audience of a program or schedule.

REACTIVE PR -- responding to circumstances after the fact; defensive PR.

REDUNDANCY -- repetition of the main idea of a message to make sure that it gets through even if the rest of the message gets lost.

REGISTER -- the correct position in which a form is to print; in color printing it is the exact position of each color superimposition.

REINFORCEMENT -- bolstering the attitudes and beliefs of people who already tend to agree with a given cause.

RELIEF PRINTING -- the design on a plate is raised above the general level of the metal; the opposite of INTAGLIO PRINTING.

REPLACEMENT -- a substitute spot for one which did not run as ordered.

REPORTER -- one who gathers news and writes accounts of matters for one of the mass media, newspapers, radio, or TV.

RESPONDENT -- the person who answers the questions in survey research.

REVERSE -- printed material, especially cuts, run in white on a dark background.

R.O.P. COLOR -- Run Of Press use of color in ads or illustrations produced on regular press runs, along with black ink.

ROTARY PRESS -- a press which prints from curved stereotypes bolted to a cylinder.

ROTOGRAVURE -- printing by means of a sensitized copper cylinder on which the image to be reproduced is etched.

ROUNDUP STORY -- an article quoting several people on a given subject.

ROYALTY FEE -- amount of money paid to an author/artist/creator for each use of his work.

RULE -- a thin strip of type-high metal that makes a line on paper.

S

SAMPLE -- the portion of a total population involved in a survey.

S. and S.C. -- sized and super-calendared paper.

SANSERIF -- type with no serifs.

SATELLITE TRANSMISSION -- high-tech method of sending electronic signals anywhere via a transponder contained in a satellite in geosynchronous orbit of the earth; the sending part of EARTH STATION transmissions.

SATURATION -- heavy use of commercials to get a message to large number of people in a short time, or to a specific audience repeatedly.

SCALING -- measuring and marking illustrations for engravings.

SCREENING -- processing photographs so they can be printed; also called Half-toning.

SECURITIES AND EXCHANGE COMMISSION (SEC) -- the federal agency that regulates the sale of stocks and bonds.

SEGUE -- (say-gway), an uninterrupted transition, as from one scene to the next.

SELECTIVE ATTENTION -- singling out specific objects from among many; used to focus the public mind.

SELECTIVE REINFORCEMENT -- the tendency to select only those messages which tend to confirm attitudes/opinions already held by the individual.

SELF-COVER -- a booklet without a protective cover.

SELF-MAILER -- a printed folder prepared for mailing without an envelope.

SEMANTIC NOISE -- inept use of language that impedes a receiver's ability to understand a message.

SEMANTICS -- the theory of signs which deals with words, verbal symbols, and human responses to them; the study of words and their uses.

SERIF -- a small stroke, or tail, at the outer edges of printed letters.

SHARE -- the percentage of sets tuned to a particular station.

SHAREHOLDER RELATIONS -- the relationships between an organization's managers and its shareholders/stockholders.

SIDEBAR -- a secondary that accompanies a main news story or feature article, often set in a box within the article.

SILHOUETTE -- halftone in which all the background has been removed.

SILK SCREEN -- a printing process using fine cloths that are painted with an impermeable substance, except where color is to come through.

SLANDER -- a spoken defamation; an oral defamation which is read from a script, as on radio or television, is a libel, not a slander.

SLANT -- see ANGLE.

SLIDE -- a visual art form of still pictures on transparencies, projected onto a screen, usually in color; often used as a training aid.

SLIDEFILM -- a continuous strip of film in which the frames are presented in a fixed sequence to tell a story.

SLIP-SHEET -- paper placed between sheets of printing to prevent smudging.

SLOGAN -- a catchy and easily recognizable phrase used to promote client identity.

SLUG LINES -- lines placed in the upper left of a story to identify it during type-setting and make-up.

SOCIAL CONTRACT -- refers to an organization's set of responsibilities to the public in general.

SOFT NEWS -- stories that are not necessarily timely, but which are otherwise newsworthy; feature articles.

SOFT SELL -- motivation and persuasion by indirect/subtle methods.

SOP -- Standard Operating Procedure, the way that policy says a situation should be handled; going by the book.

SOURCE -- one who supplies information to a reporter.

SOURCE CREDIBILITY -- use of representatives whom the audience perceives to be experts, authorities, sincere, and somewhat charismatic.

SPACE GRABBING -- obvious publicity stunts designed to gain media attention.

SPEAKERS BUREAU - a service provided by an organization as a public service to its community, and at the same time share its views and opinions about matters of common interest.

SPEAKER'S KIT -- a collection of suggested talks, with various openings and conclusions provided.

SPECIAL EVENT -- a situation or happening designed to influence public opinion; a media event.

SPLIT MESSAGE -- exposure of two or three different appeals to separate audiences to determine which is the most effective.

SPLIT PLAY -- treatment of a news event where one side of an issue is featured prominently at first, and the other side at a later time; the second side often comes out second best.

SPOKESMAN -- the PR person who issues statements to the media for attribution to the organization.

SPONSOR -- a radio/TV advertiser who purchases at least 1/8 of all the commercial time available in a program; usually receives opening/closing billboard at no extra cost.

SPONSORED FILM -- a motion picture paid for by an organization to deliver a message; usually made available at no charge.

SPOT -- commercial announcement time available for sale from local radio/Tv stations to advertisers.

SPOT NEWS -- a spontaneous event in the news which demands immediate coverage.

SPREAD -- an ad, group of related photos, or copy that occupy two facing pages in a publication, usually printed from a single plate without gutters.

SQUIB -- a short story in a publication; sometimes a short second heading to a long story.

STAKEHOLDER -- any individual, or group, who has an interest in the well-being of the organization.

STATUS REPORT -- a formal report to management about a given project or event.

STEREOTYPE -- a plate cast by pouring molten metal onto a matrix, or FLONG.

STET -- a proofreader's symbol meaning to disregard the change marked.

STORYBOARD -- an organized collection of drawings and dialogue for any filmed or audio-visual presentation.

STRAIGHT MATTER -- copy without any display lines.

STRINGER -- an out-of-town, part-time, newspaper correspondent.

STRIP -- see Across-the-Board.

STUDIO -- the place where most art is created.

STUFFER -- a small piece of advertising inserted into any of various kinds of envelopes.

STYLE -- the rules of punctuation, spelling, abbreviation, capitalization, etc., that a publication wants used in stories it publishes.

STYLE BOOK -- the details of a publication's style compiled into book form for ease of use.

SUBHEAD -- headlines of a smaller size type than that used for the main head; used to break up long blocks of copy for ease of reading.

SUBLIMINAL COMMUNICATIONS -- theoretically influencing human behavior by means of images and symbols beyond one's conscious awareness/perception.

SUPPORT FUNCTIONS -- the activities that contribute to the overall success of the campaign.

SURPRINT -- superimposing type or lettering on an illustration.

SWEEP -- the period of the year when a rating service measures the radio/TV audience in a market area.

SYMBOL -- visual representation of an idea, theme, policy, or point of view.

SYNERGISM -- the idea that two things added together can create an effect larger than the sum of the two things individually.

SURVEY -- see POLL.

T

TABLOID -- a newspaper format usually only half the normal size.

TACTICS -- the methods and actions used for achieving the goals and objectives of a campaign.

TAKEOVER BID -- an effort to assume control of a publicly held company without approval of the management.

TALK SHOW -- TV or radio show on which a host talks with guests, usually about matters of current interest.

TARGETS/TARGET AUDIENCES -- groups or publics selected to be primary receivers of messages and campaign materials.

TELECONFERENCE -- an electronic method of holding meetings when members are not in the same geographical locations, using telephones/television transmissions; see VIDEOPHONE.

TELEMETRY -- the process of detecting and gathering information in one place and relaying automatically to another place, via electronics.

TELEPROCESSING -- a form of data processing using communication facilities to connect remote points.

TELEPROMPTER -- a technical aid for speakers using large letters printed on paper rolls from which the speaker reads his speech.

TELETEXT -- a system of delivering news and other information to a television screen in which the viewer selects the portions to be watched.

TELETHON -- a fund-raising method using appeals for donations on television, during several hours of air time.

TELETYPE -- an electronic system of transmitting information in a typewritten form.

TELETYPESETTING -- setting type from punched tape.

TELEX SERVICE -- a dial-up electronic computer network service.

TENDER OFFER -- an offer to purchase a designated number of shares of a corporation at a specified price, by a specific date.

TERMINAL -- a device for sending/receiving information over a communication channel; telephone, teletype, CRT, VDT, etc.

TEST CAMPAIGN -- an ad or PR campaign limited to a particular area, used to assess reactions and results before going nation-wide.

TEST GROUP -- a group selected for reaction to, or use of, a product or idea.

TESTIMONIAL -- an expression of appreciation or esteem by third party, usually one who is well-known and respected.

TESTING -- sampling the opinion or acceptance of a carefully selected and well-defined group of people on a particular product, event, or issue.

TEXT -- the body of any written material; the copy.

THEMES -- salient messages, used repeatedly, in order to influence public opinion and achieve campaign goals.

THIRD-PARTY TECHNIQUE -- similar to the FRONT technique, in which a presumably impartial and disinterested third party acts for a client in a controversy.

THRESHOLD OF CONSCIOUSNESS -- the point at which an individual becomes aware of a given piece of data.

THUMBNAIL -- a rough, preliminary sketch of a publication, done in miniature.

TIE-IN -- a promotional technique using the joint activities of two or more organizations.

TIMELY DISCLOSURE -- a requirement of the SEC regarding information which might affect the price of shares on the market.

TIME SHEETS -- reports of agency personnel accounting for their time; used as a basis for billing.

TINT BLOCK -- solid color area on a printed piece.

TIPPING-IN -- a printing process used to insert or attach extra pages or other items.

TOTAL AUDIENCE RATING -- the number of television homes that viewed some portion of a given program, usually at least 6 minutes.

TRADE JOURNAL -- see TRADE PUBLICATION.

TRADEMARK -- a word or design used on a product to identify it as the product of a certain manufacturer; logos are trademarks.

TRADE PRESS -- all the publications which cover a specific trade or industry.

TRADE PUBLICATIONS -- periodicals with stories and ads aimed at a particular public, usually an industry or trade.

TRAINING FILMS -- films used to teach a variety of subjects visually.

TRANSFER -- the technique of associating a person, product, or organization with individuals of high or low credibility, depending on one's goals.

TRANSFER AGENT -- usually a bank or trust company which acts for a corporation in transferring its stocks from one owner to another.

TRANSMITTING -- relaying information between an encoder and a decoder.

TRANSPARENCY -- a plastic or film reproduction which uses a projector to enlarge its contents for showing on a screen; also commonly used in making color plates for printing.

TREND -- the general direction of activities/events in an area of interest.

TRIAIBALLOON-- a planned miniature campaign or series of events conducted immediately before launching a major campaign; see TEST CAMPAIGN.

TWO-STEP COMMUNICATION FLOW -- a theory of persuasion which says that opinion leaders help to influence mass audiences.

TYPE -- letters and characters of various sizes and styles used in printing.

TYPE CLASSIFICATIONS -- six types: TEXT, ROMAN, SANSERIF, SQUARE SERIF, SCRIPT/CURSIVE, and NOVELTY/DECORATIVE.

TYPEFACE -- the particular style or design of a type.

TYPE PAGE -- the printed area of a page; margins surround the type page.

U

U. and l.c. -- "Upper Case" and "lower case;" capitals and small letters.

ULTRA HIGH FREQUENCY (UHF) -- the band of television broadcast channels added to 2-12 group in the United States.

UNAIDED RECALL -- a research interviewing method in which respondents must answer questions without the assistance of any memory aid.

UNDERRUN -- a printer's practice which says that an order is complete even if it is as much as 10% (ten percent) smaller than specified; an allowance for spoilage.

UNIVERSE -- a statistical term referring to the entire group, or population, being studied and from which the sample is taken.

UPSCALE -- a term referring to upper socio-economic level viewers or consumers; also refers to products targeted for purchase by that group.

V

VAN DYCK -- see SILVER PRINT.

VARITYPE -- a typewriter which makes use of many alternate type fonts.

VERTICAL SATURATION -- many commercial announcements placed throughout the day, in order to reach many different audiences.

VERY HIGH FREQUENCY (VHF) -- the original 2-12 group of TV broadcast bands.

VIDEO CASSETTE -- a small container of video tape which can be used in a playback machine.

VIDEO CONFERENCE -- see TELECONFERENCE.

VIDEO DISPLAY TERMINAL (VDT) -- see CRT.

VIDEOPHONE -- combined telephone-television transmission.

VIDEO TAPE -- a recording of moving images and sound on magnetic tape.

VIDEO TEXT -- a two-way communication system which uses VDTs or CRTs and telecommunications techniques.

VIGNETTED HALFTONE -- a halftone without clearly defined edges.

VISIBILITY -- public prominence calculated to gain media attention.

VOICE-OVER -- the voice of a narrator heard during the showing of a slide presentation or silent film footage.

VOLUNTEERISM -- giving of personal or corporate time and resources, other than money, to non-profit or similar organizations, for the public good.

W

WASH DRAWING -- water color or pen and ink drawings that require halftone reproduction for printing.

WATERMARK -- the manufacturer's logo built into the texture of paper.

WHITE PAPER -- a document prepared for an organization on behalf of a particular issue; an "ISSUE" or "POSITION" paper.

WIDOW -- a short line at the end of a paragraph, leaving "white space."

WOMEN'S PUBLICATIONS -- periodicals aimed at publics comprised of women.

WOOD CUTS -- wooden printing blocks, carved by hand.

WORD PROCESSING -- computerized methods of writing, editing, and storing written copy.

WORKING CAPITAL -- the excess of current assets over current liabilities; a measure of the capital needs for running the organization.

WORKING DRAWINGS -- final drawings, usually black and white, for use by an engraver, showing how final art work will appear.

WRONG FONT (w.f.) -- letter from one font of type inadvertantly mixed with another.

X

X-HEIGHT -- the body of a letter without ascenders or descenders.

Z

ZINC ETCHING -- a line engraving etched in zinc.